How to create webinars

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

Tips for creating a webinar

- Decide on your topic that's relevant to your audience and create a clear an interesting title
- Don't be afraid to use your product or platform as the topic of the webinar in order to do a live demo or walkthrough (just don't be too salesy)
- If you're doing a series of webinars, try not to repeat topics to keep people interested

- **How to get ideas for your topic:**
  - look at your most popular blog posts or social content
  - ask your audience by posting a survey
  - research competitor webinars

- Once you decided on your topic, figure out who and what will be involved in the planning and execution of the webinar
- Create an easy to follow outline and then develop on each item

- **Build in places for interactions and plan to ask questions to get people engaged**

- **Leave some time at the end (5-15 minutes) for questions from the audience**

- Even if you have some scripted parts, make sure you don't sound like you're reading
- Practice several times beforehand and use time markers to stay on schedule
- You can use PowerPoint to create slides and include them into the webinar when you need them
- **Keep the slide design simple and avoid transitions and animations**
- Platforms you can use for running your webinar:
  - YouTube
  - Google Hangouts
  - GoToWebinar
  - AnyMeeting
  - Zoom
- Make sure you promote your webinar well in advance so people are available to participate
- Describe the benefits of attending and highlight the fact that it's free so you can attract more people
- **At the end of the webinar, encourage people to follow you on social media, sign up for your email newsletter, visit your website, etc.**
- Don't forget to tell them when the next webinar will take place, if that's the case